

WORDS@WORK

MARKETING SOLUTIONS

Testimony in support for LD 1224 An Act to Comprehensively Protect Consumer Privacy and our opposition to LD 1822 An Act to Enact the Maine Online Privacy Act.

Joint Standing Committee on Judiciary
May 5, 2025

Senator Carney, Representatives Kuhn and members of the Judiciary Committee,

My name is Paula Mahony. I own a small business called Words@Work, Inc. We support our small business clients by helping them develop cost-effective marketing strategies to aid them in reaching new customers to grow and succeed. Our clients consist of small retailers, nonprofit organizations, financial service providers and hospitality businesses. I fully understand and support the need for a consumer privacy law however I am concerned that a well-intentioned law might significantly harm our small businesses who rely on these digital marketing tools to compete on a global stage. LD1224 strikes the right balance of providing consumer protections while keeping Maine small businesses on par with other businesses in the region and across the nation. Proper use of consumer data for legitimate marketing purposes can help Maine small businesses make better use of their limited marketing budgets by showing their ads only to people who have demonstrated interest in that product, service, or destination. For example, one of our clients is a very small tour boat operator. With our help, this solo-operator is able run an ad campaign that shows his ad to people staying in local hotels. Another small non-profit in the housing industry can offer financial literacy information to Mainers searching for first time home buyer information. Without these targeted digital options, many of our clients would be priced out of the market.

Targeted digital marketing IS a key strategy to help small businesses grow. It's a tool being used by businesses all across the country to find new markets, which undoubtedly cross state lines on the world wide web. I fully support implementing consumer privacy laws that protect an individual's sensitive information but I urge the committee to not go so far as to severely limit or remove all together these essential tools that allow our business community to be competitive.

This is National Small Business Week. I hope you will join me in supporting LD1224 on behalf of Maine's small business community.

Sincerely,



Paula J. Mahony

President/Chief Marketing Officer